



Packaging Collection

Brand Identity & Product Line



Brand Guidelines



LOGO MARK

Aa

DISPLAY SERIF

Aa

BODY SANS

COLOR PALETTE



Kashmir
#17796B /
#D6316B



Assam Dikom
#163A42 /
#E08B3B



English Toffee
#C9A9D6 /
#E15B4B



Neapolitan
#3FBFB0 /
#E8C34A



Espresso Turkish
#E8D98A /
#E6A8C9

PATTERN LIBRARY V





WITOLD PRO CONDENSED & REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PLEASE WRITE ME A SONG
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

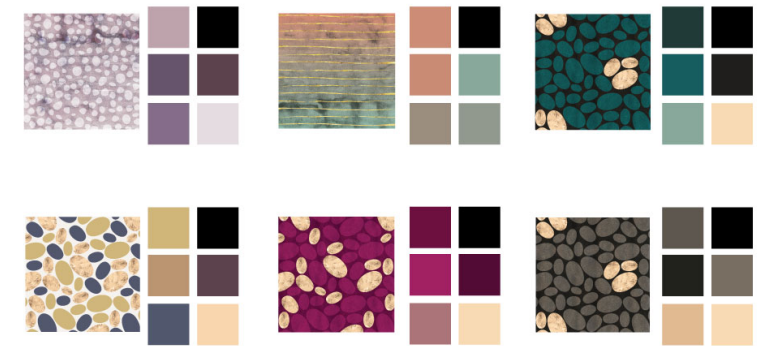
IDENTITY FONTS

PIRETTY ONE REGULAR
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PLEASE WRITE ME A SONG
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BRANDING FONTS

PT SINGULAR REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



FEW PACKAGING COLORS & PATTERNS



One Badge, Six Blends

The complete packaging system - teas & coffees



KASHMIR TEA BLENDS

• ASSAM DIKOM

• ENGLISH TOFFEE

• NEAPOLITAN COFFEE

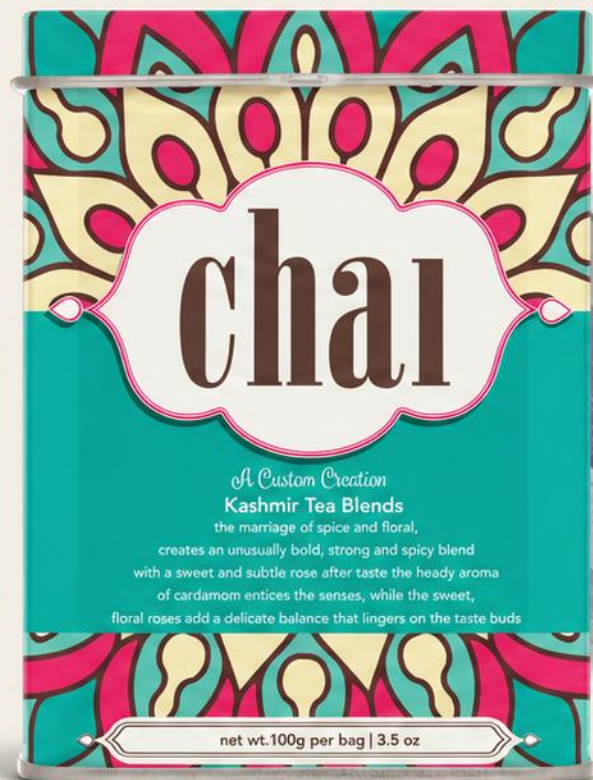
• ESPRESSO TURKISH

• AMERICAN REGULAR





DESIGN VARIATION 1



DESIGN VARIATION



Kashmir Tea Blends

Net Wt. 100g / 3.5 oz

The marriage of spice and floral creates an unusually bold, strong and spicy blend with a sweet and subtle rose aftertaste. The heady aroma of cardamom entices the senses, while the sweet, floral roses add a delicate balance that lingers on the taste buds.



#17796B



#D6316B





Assam Dikom

Black Indian Tea • Net Wt. 100g / 3.5 oz

Grown with conservation of wildlife, healthy soil, and pest management through companion planting with neem and citronella. The black, tippy leaves brew to a well-balanced amber cup, with a slight cocoa aroma, and a classic malty and slightly creamy taste.



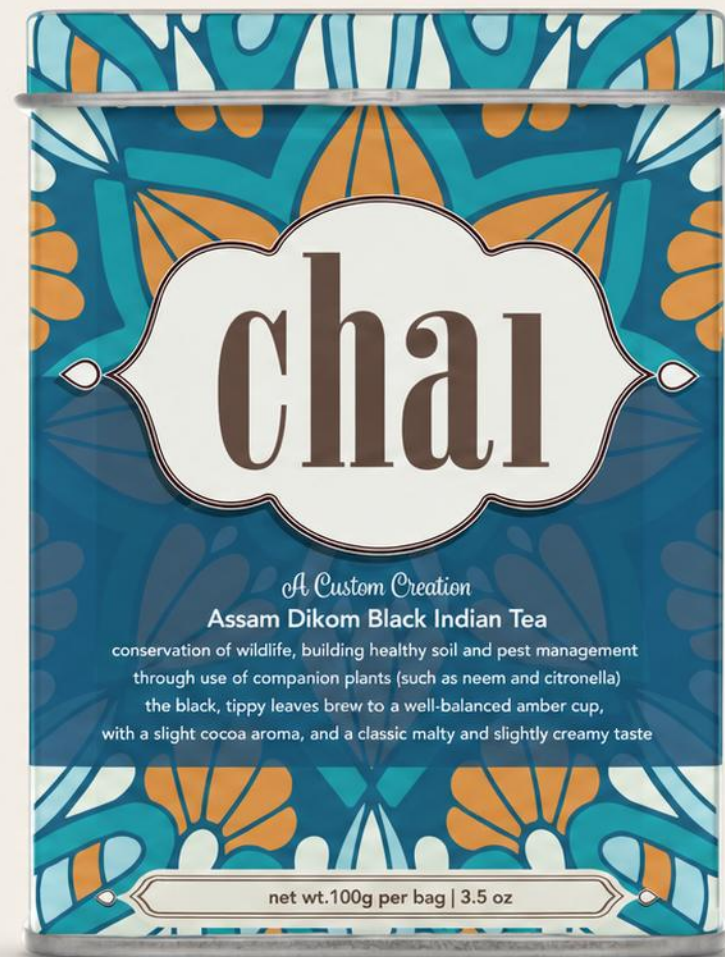
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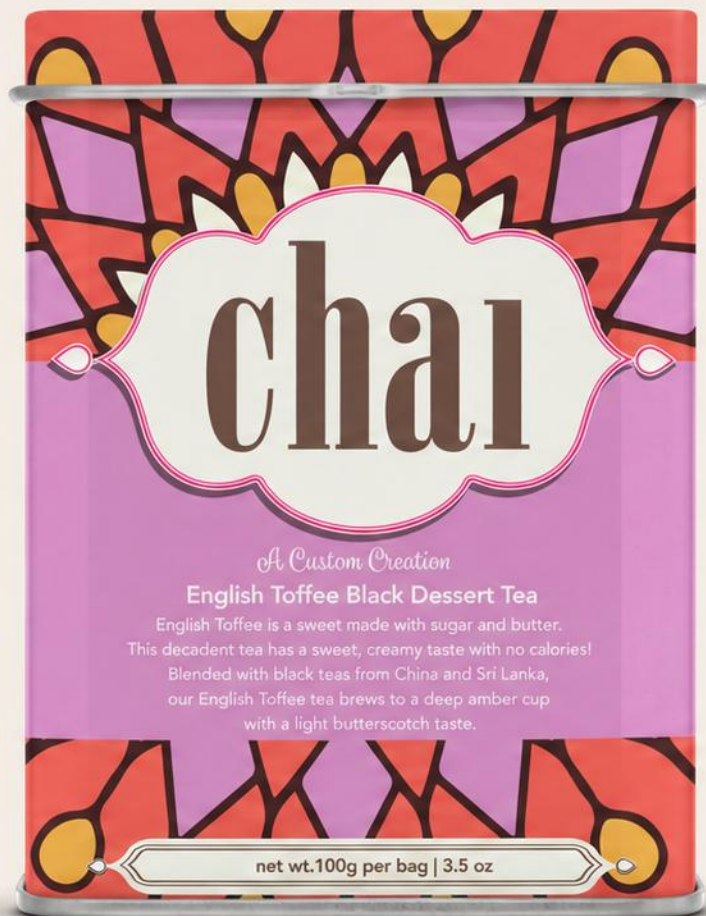


#1E7F74



#E08B3B





English Toffee

Black Dessert Tea • Net Wt. 100g / 3.5 oz

English Toffee is a sweet made with sugar and butter.

This decadent tea has a sweet, creamy taste with no calories!

Blended with black teas from China and Sri Lanka,
our English Toffee tea brews to a deep amber cup
with a light butterscotch taste.



#C9A9D6



#E15B4B



#E8A23B





Dark French Neapolitan

Whole Bean Coffee • Net Wt. 12 oz / 340g

The differentiating characteristics of green coffee are gone — burned or charred notes dominate, body is thin, flavor is reduced to faint sweet tones. Freshly hand picked and roasted to your 100% satisfaction.



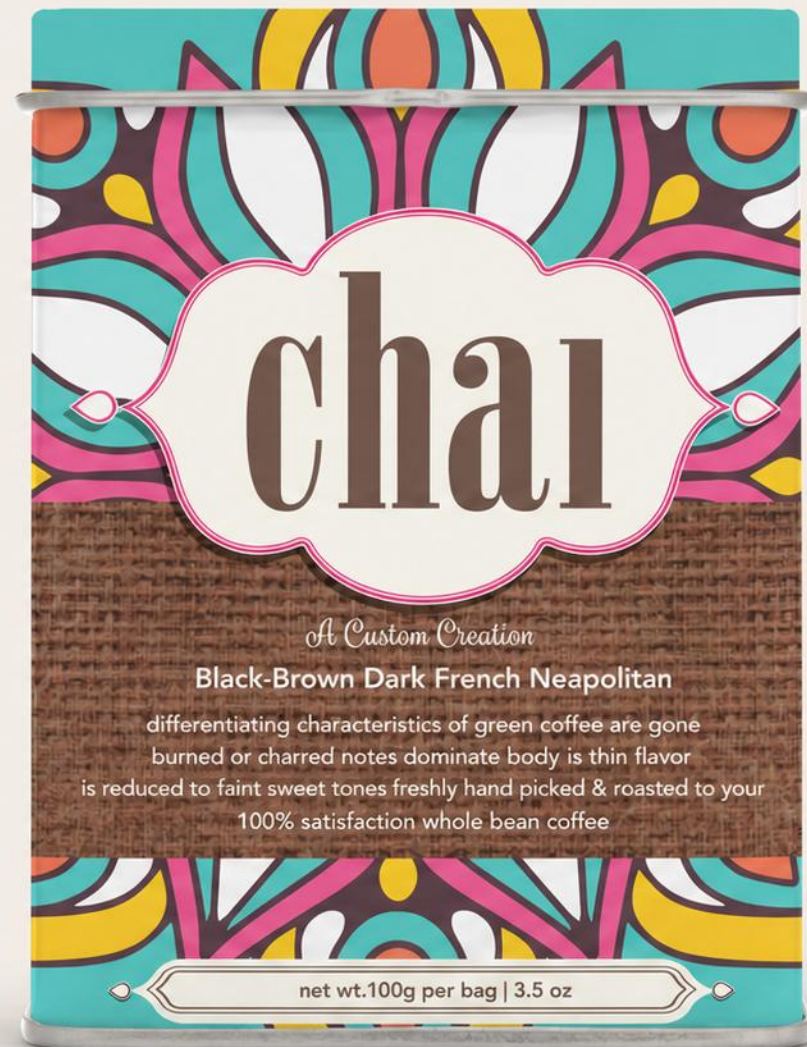
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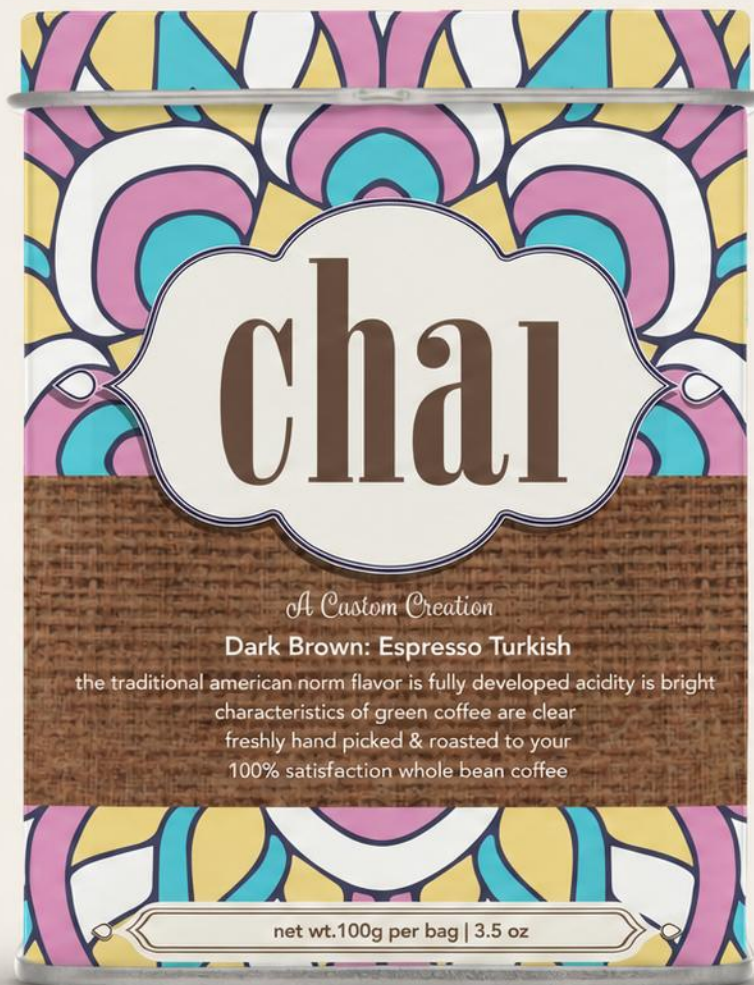


#D6316B



#E8C34A





Espresso Turkish

Whole Bean Coffee · Net Wt. 12 oz / 340g

The traditional American norm — flavor is fully developed, acidity is bright, and the characteristics of green coffee are clear. Freshly hand picked and roasted to your 100% satisfaction.



#E8D98A



#E6A8C9



#6FC8C3





Thank You

chai - Tea + Coffee Bar • Brand Identity & Packaging

